

Message Text

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PAGE 01 JAKART 03903 280710Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 STR-07 /028 W
-----009985 280715Z /14

P R 280543Z MAR 78
FM AMEMBASSY JAKARTA
TO SECSTATE WASHDC PRIORITY 7696
INFO USDOC WASHDC

UNCLAS JAKARTA 3903

EO 11652: NA
TAGS: BEXP, ID
SUBJ: UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR INDUSTRY-
MARKET RESEARCH REQUEST

REF: STATE 277571

1. FOLLOWING IS EMBASSY JAKARTA'S RESPONSE TO REFTEL PARA 3
INFORMATION REQUEST:

A) COMPLETE STUDY AS LAID OUT IN REFTEL COULD NOT BE COMPLETED
BY APRIL 7. ABSOLUTE MINIMUM TIME WOULD BE FIVE WEEKS AFTER
OUTSIDE MARKET RESEARCH CONTRACT SIGNED IN JAKARTA. ASSUMING
TWO-WEEK TURN AROUND RESPONSE TIME ON THIS CABLE FROM SECSTATE
ABSOLUTE MINIMUM WOULD BE MAY 15.

B) FROM OUR POINT OF VIEW IT IS REPEAT IS NECESSARY TO CONTRACT
OUT MAJOR PORTION OF STUDY. EMBASSY CAN ANSWER REFTEL PARA 4 SUB-
PARAGRAPHS A, B C AND G WITH SIMPLE STRAIGHT LINE PROJECTIONS.
WE COULD HAVE THIS DONE BY APRIL 27. IF MORE IS WANTED, IT
WILL HAVE TO BE BY OUTSIDE CONTRACTOR. THIS IS BECAUSE OF
LACK OF TRAINED MARKET RESEARCH (MR) PERSONNEL, TIME CONSUMING
NATURE OF THIS MR ASSIGNMENT AND CURRENT FULL WORK LOAD
ON FSLs AND FSOS AS WELL AS VERY NEAR FUTURE NORMAL
SUMMER SHORTAGES OF FSO STAFF BECAUSE OF HOME LEAVE AND
ASSIGNMENT CHANGES.

C) CHANGES WILL BE REQUIRED IN CCP FY 1978 AS FOLLOWS
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IF POST DOES OBTAIN INFORMATION LISTED IN REFTELS PARA 4
A, B, C AND G. IN SECTION V, "E/C PERSONNEL RESOURCES
ALLOCATION", LINE A2B (MARKET RESEARCH POST CONDUCTED)
WOULD INCREASE FROM 0 TO 16; LINE 16 (OTHER E/C ACTI-
VITIES) WOULD DECREASE FROM 373 TO 357; LINE B3 (MINING
CONSTRUCTION AND MHE) WOULD DECREASE FROM 174 TO 166;
LINE C1 (MAJOR PROJECTS) WOULD DECREASE FROM 174 TO 166.

2. EMBASSY SPOKE WITH THREE LOCAL MR FIRMS ABOUT COSTS AND TIME REQUIREMENTS FOR DOING COMPLETE MR AS DESCRIBED IN REFTEL. ONE FIRM (P.T. SPECTRUM) SAID DLS5000 WOULD BE REQUIRED FUNDING FOR DOING CONSUMER/ENDUSER PARAGRAPHS 4C AND 4D. TWO OTHER FIRMS (IRDC AND DATA RESEARCH) WOULD DO ALL REQUIREMENTS OF REFTEL PARA 4 EXCEPT 4C AND 4D FOR DLS2000-2500.

3. EMBASSY JAKARTA HAS SERIOUS DOUBTS ABOUT OPPORTUNITIES FOR GOOD SALES OF U.S.-PRODUCED SHOES IN INDONESIA. WITH PER CAPITA INCOME OF DLS220 AND A LIFESTYLE THAT IS MORE RELATED TO HUCK FINN BAREFOOT DAYS THAN TO WESTERN BOOTS, WHITE DUTY SHOES AND OTHER NON-RUBBER FOOTWEAR PRODUCT GROUPS LISTED IN REFTEL; WE QUESTION SIZE OF POTENTIAL MARKET.

4. HOWEVER, EMBASSY RECOMMENDS THAT ENTIRE MARKET RESEARCH ASSIGNMENT BE CONTRACTED OUT. WE RECOMMEND THIS IN SPITE OF OUR IN-HOUSE CAPABILITY TO DO MINIMUM REQUIREMENTS BECAUSE WE BELIEVE OUTSIDE CONTRACTED MR DONE BY PROFESSIONAL RESEARCHERS IS BEST WAY TO GET COMPLETE AND DEFINITIVE ANSWER TO MR QUESTION RAISED BY U.S. FOOTWEAR INDUSTRY.

5. REQUEST GUIDANCE.
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